

# JOHN YOHAN JOHN

## STRATEGIC DESIGN RESEARCHER

+1 (516) 813 3399 | johnj996@newschool.edu | johnyohanjohn.com | linkedin.com/in/johnyohanjohn

## EDUCATION

2017 - 2019

### MS STRATEGIC DESIGN AND MANAGEMENT

Parsons School of Design, The New School, New York

Open IDEO innovation challenge for empowering caregivers in immunization: Member of shortlisted team representing Parsons School of Design (challenge in progress).

Founding member of the Compassionate Design Practice; A design practice exploration that combines systems & complexity tools along with social & emotional tools.

2008 - 2011

### BA ECONOMICS

St. Xaviers College, University of Mumbai, Mumbai

## SKILLS

### New Product | Service | Venture Development

Design Research, Systems Analysis, Foresight & Speculative Design, Prototyping, Testing & Development.

Product Market Fit, Business Model Explorations, Financial Projections & Strategic Planning.

### Brand Development Strategy

Positioning Strategy, Brand Definition & Guidelines, Manifestation.

### Facilitation & Building Capacity for Teams

Building Resilient Teams; Design Sprints, Lean Methods, Foresight & Speculative Design Building Collaborative Teams; Strategic Conversations, Compassionate Design Frameworks.

## TOOLS

**Strategy:** Systems Thinking Frameworks, Business Model Canvas, Foresight Frameworks.

**Design:** Human Centered Design Frameworks, Qualitative & Quantitative Research Tools, Invision, Adobe Suite (Illustrator, Photoshop, XD & Premier Pro).

**Project Management:** Google & Microsoft Suite.

## EXPERIENCE

2017 - Present

### STRATEGIC DESIGN CONSULTANT

New York | Berlin | Bangalore

#### Developed a strategic venture for The Citi Group;

Engaged in design based research and applied human centered design frameworks to design a venture that offers an innovative SAAS based payments solution for the freelance market.

#### Founding member | Strategy lead for The Global Collective;

Co-established a social design incubator for creatives in distressed communities. Lead the strategy team into facilitating a refugee group in Berlin to build creative and entrepreneurial capacity. Currently designing a business model and launching a crowdsourcing campaign for investments.

#### Founding member | Strategy lead for KappaOne;

Co-established a design audit lab in Bangalore. Identified opportunity in applying machine intelligence to diagnose the impact of design in the market. Established partnership with a leading Indian design consultancy.

2012 - 2016

### DESIGN STRATEGIST & CATALYST

DY Works, Mumbai

Co-established three practices for the organization; digital branding, corporate branding and business design.

Played a vital role in the organization's transformation from a brand consultancy to a human centric business design firm.

Won a global pitch, developed strategy and oversaw project management for the organization's largest client; The New Development Bank (BRICS Bank). Thereby also paving a way for the organization's first global office in Shanghai.

Managed and delivered digital marketing, branding and design strategy for over 25 clients.

**Other notable clients include:** Mahindra, Tata, Unilever, AURIC Smart City, Organic India, Safari Industries.

**Awards:** Best new comer (2013), DY Spirit & 1 project award (2014),

Best Employee & 3 project awards (2015).

2011 - 2012

### GROWTH HACKER

Blink Media, Mumbai

Founding member of happyboxx.com; a monthly magazine styled curated gifting portal.

Assisted in the end to end functions of the startup from strategy, marketing, communications, management, operations and pitching.